





OFFICE OF THE
STUDENT
ADVOCATE

Be Informed. Be Connected. Be Empowered.

Parent Leadership Toolkit: Tools for Effective Advocacy

441 4th Street NW, Suite 723N, Washington, DC 20001 | 202.741.4692



studentadvocate.dc.gov |  student.advocate@dc.gov |  @DC_Advocate



Overview

As advocates, leaders, and community members, parents are capable of providing unique grassroots educational leadership in our schools. We cannot create high-quality schools without the partnership of parents. Empowering the voices of parents in our education system is critical to the success of our students.

Creating and establishing parent organizations are a useful and effective way to organize parent voices and amplify their power in the educational landscape. Effective advocacy involves identifying the purpose and objectives of the work in the communities, understanding the issues and opinions behind the causes, investing in the power of the advocates, and strategically leveraging available tools and skills to maximum utility.

This toolkit provides an outline of how to create and establish a parent organization with the right structure, leadership, and procedures for your school through the following steps:

1. Knowing the Issues
2. Understanding the Terms
3. Getting Started
4. Connecting Advocacy to Action, Goal/Agenda Setting, Establishing Mission & Vision
5. Nuts and Bolts – Establishing Procedures and Operations
6. Funding and Budgeting
7. Building Relationships and Partnerships, Establishing Trust, and Fostering Effective Communication
8. Diversity and Recruitment

Step 8: Diversity and Recruitment

Diversity and Recruitment: Resources

In today's environment, and particularly given the inherent diversity of the DC educational landscape, parent organizations must understand how to work with the range of issues and communities they serve.

[Preparing Teachers to Work With Culturally and Linguistically Diverse Children](#)

[Culturally Responsive Parental Involvement](#)

[Diversity: School, Family, and Community Connections](#)

[Family and Community Involvement: Reaching Out to Diverse Populations](#)

[Getting Off to a Good Start: Positive Interactions with Diverse Families](#)

[Potential Community Partners and Locations for Parent Outreach Activities in Diverse Communities](#)

[Strategies for Success in Local Early Childhood Parent Outreach Activities Among Diverse Cultures](#)

Diversity and Recruitment: Resources

In today's environment, and particularly given the inherent diversity of the DC educational landscape, parent organizations must understand how to work with the range of issues and communities they serve.

[Webinar: New Guidance for Partnering with Diverse Families: The National Framework for Dual Capacity-Building](#)

[Communication Matters: Communicating Effectively with Culturally and Linguistically Diverse Families](#)

[Cultural Competence: Working with Culturally and Linguistically Diverse Families](#)

[Overcome the Language Barrier: Effective Strategies Parent Groups Use to Reach Out to Non-English-Speakers](#)

[Reaching Out to Diverse Populations: What Can Schools Do to Foster Family-School Connections?](#)